

1 NEW JERSEY URBAN ENTERPRISE ZONE AUTHORITY MEETING

2 WEDNESDAY, FEBRUARY 13, 2008

3 MARY ROEBLING BUILDING

4 SECOND FLOOR CONFERENCE ROOM NO. 218

5 TRENTON, NEW JERSEY

6

7 B E F O R E:

8 KEVIN DRENNAN, Chairman

9 MARYILYN DAVIS

10 AMBAR ABELAR

11 ELIZABETH LINDSEY

12 PAUL STRIDICK

13 LEWIS HURD

14 TANESHIA NASH LAIRD

15 PATRICIA BRUCK, DAG

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21 J.H. BUEHRER & ASSOCIATES  
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1 CHAIRMAN DRENNAN:I will call the meeting  
2 to order.

3 Forty-eight hour notice of this public  
4 meeting was sent by way of the Secretary of State to  
5 the following newspapers: The Star-Ledger, The  
6 Trenton Times, The Trentonian, The Atlantic City  
7 Press, The Asbury Park Press and the Bergen Record.

8 Roll-call much.

9 AMBAR ABELAR?

10 MR. ABELAR: Here.

11 CHAIRMAN DRENNAN: Marilyn Davis?

12 MS. DAVIS: Here.

13 CHAIRMAN DRENNAN: Elizabeth Lindsey?

14 MS. LINDSEY: Here.

15 CHAIRMAN DRENNAN: Paul Stridick?

16 MR. STRIDICK: Here.

17 CHAIRMAN DRENNAN: Lewis Hurd?

18 MR. HURD: Here.

19 CHAIRMAN DRENNAN: Taneshia Nash Laird, our  
20 new member, welcome.

21 MS. LAIRD: Here.

22 CHAIRMAN DRENNAN: Kevin Drennan?

23 I'm here.

24 And Patricia Bruck, our Deputy Attorney

25 General is here.

1           We will move on to approval of the January  
2 9th, minutes and I will take a motion.

3           MR. STIDICK: So moved.

4           MS. LINDSEY: Seconded.

5           CHAIRMAN DRENNAN: First by Mr. Stridick,  
6 seconded by Elizabeth.

7           All in favor?

8           Abstentions?

9           Three abstentions.

10          Carried, four to three.

11          CHAIRMAN DRENNAN: Moving on to our new  
12 business, first is Elizabeth's request for \$455,475  
13 for Midtown Elizabeth Train Station Improvements.

14          Mario Rodriguez?

15          I have with me Victor (inaudible) a  
16 consultant, city planner.

17          This project is for the Midtown Elizabeth  
18 Train Station Improvement project for \$455,475.

19          This project is for streetscape  
20 improvements and safety improvements along the  
21 streets around our train station.

22           There is definitely a need for  
23 improvements. The sidewalks need to be replaced,  
24 new lighting, new trees.  
25           This is going to enhance the area for

1 both the commuters and the surrounding commercial  
2 district, Broad Street and Morris Avenue.

3 With that we will ask for approval.

4 CHAIRMAN DRENNAN: Thank you.

5 I will take a motion.

6 MS. DAVIS: So moved.

7 CHAIRMAN DRENNAN: First by Ms. Davis.

8 Second?

9 MS. LINDSEY: Seconded.

10 CHAIRMAN DRENNAN: Seconded by Ms.  
11 Lindsey.

12 Any discussion?

13 Hearing none, all in favor?

14 MR. ABELAR: Aye.

15 MS. DAVIS: Aye.

16 MS. LINDSEY: Aye.

17 MR. STRIDICK: Aye.

18 MR. HURD: Aye.

19 MS. LAIRD: Aye.

20 CHAIRMAN DRENNAN: Aye.

21 Abstentions?

- 22 (No response.)
- 23 CHAIRMAN DRENNAN: Opposed?
- 24 (No response.)
- 25 CHAIRMAN DRENNAN: Motion carried.



1           The next item is Jersey City's Contract  
2   Amendment Request for \$243,160 for UEZ Maintenance  
3   Phase 4, UEZA 07-77, increasing the project from  
4   \$680,072 to \$923,232 (36 percent increase), dated  
5   January 28, 2008.

6           Mr. Gene Nelson.

7           MR. NELSON: Thank you for hearing our  
8   request.

9           What it is is that we had put Phase 5 of  
10   the maintenance contract out to bid on the 9th of  
11   January.

12          The bids that we received back were over  
13   the contract amounts, amounts that were in the  
14   actual proposal itself.

15          After looking it over I felt that the best  
16   way to handle this thing would be to rebid it  
17   because the way the language in the contract was  
18   written, it could have very easily confused some of  
19   the bidders, the two bidders that did bid on it.

20          I said, okay, then, what we will do is we  
21   will have to rebid this contract and re-notify both

22 participants of this intention.

23        Now, the problem is this: when we had an

24 existing extension with the Dell (phonetic)Fund it

25 ran through January 15th, and what this meant was as

1 of January 16th we would actually have no sanitation  
2 services for litter pick-up in the City of Jersey  
3 City because we no longer had a valid contract and  
4 this would have to go out to bid until we would fill  
5 that gap by one of the two bidders.

6 We are here today and what I am asking you  
7 is to allow us to bring in another amendment so that  
8 we can extend this existing contract for Phase 4 for  
9 another twenty weeks, which allows us to rebid the  
10 project, work on the bid documents itself, so that  
11 it's a very clean document and a very concise  
12 document now, there is no chance for error now.

13 So we are asking if you would grant us the  
14 amendment so we would be able to carry on these  
15 services.

16 If we don't have those services then the  
17 streets are going to be filthy until we can get a  
18 contract ratified.

19 CHAIRMAN DRENNAN: Thank you.

20 I'll take a motion.

21 MR. ABELAR: So moved.

22 CHAIRMAN DRENNAN: First by Mr. Abelar.

23 Second?

24 MR. STRIDICKK: Second.

25 CHAIRMAN DRENNAN: Seconded by Mr.

1 Stridick.

2 This is the same project we had the  
3 emergency meeting on in December, this is a matter  
4 we had considered before and understand the  
5 situation in Jersey City, it is not something that  
6 we take as common practice, but we are trying to be  
7 accommodating with Jersey City as they go through  
8 this.

9 Any additional comments?

10 MS. LINDSEY: I have a question.

11 Do they come back here before they rebid,  
12 or do they just rebid it themselves?

13 MR. NELSON: The bid documents, we will  
14 share the bid documents with Kathy and yourselves  
15 once we do get that.

16 AN UNIDENTIFIED GENTLEMAN: If I may expand  
17 on that for a moment, Commissioner, the approved  
18 contract for Phase 5, which was UEZ 08- 69, Jersey  
19 City requested that that be re-obligated, and we are  
20 going to start the process all over.

21 CHAIRMAN DRENNAN: It is going to be a new

22 project?

23 AN UNIDENTIFIED GENTLEMAN: Yes.

24 CHAIRMAN DRENNAN: The only other question

25 I have for you, in the project application which

1 came up before the Board I guess what was confusing  
2 in the application was the fees being paid to  
3 whoever the vendor would be, and then breaking out  
4 what the contracted employees would be making versus  
5 what the vendor would get.

6 I don't know if that question was passed  
7 on to you, but that did come up.

8 MR. NELSON: One of the questions was  
9 whether or not the employees would be working over  
10 forty hours a week; this will not be the case  
11 because it is a rotation of employees, so no one  
12 gets over forty hours.

13 It is much like we had when we had the  
14 off-duty policemen, there was always a constant  
15 rotation, no one got any overtime hours, it is  
16 strictly what was specified in the contract.

17 MS. LINDSEY: But what we would like to  
18 see clearly in the proposal is how much the workers  
19 will be making per hour add how much the contract is  
20 for.

21 MR. NELSON: This proposal when we get it

22 back to you it will have that.

23 AN UNIDENTIFIED GENTLEMAN: We will

24 specifically put that in the RFP so we will have

25 that information in the bids.



1 MR. STRIDICKK: We are talking about Phase  
2 5 right now, not Phase 4?

3 CHAIRMAN DRENNAN: Correct, this is for  
4 the next one when they re-apply.

5 Any further discussion?

6 (No response.)

7 All in favor?

8 MR. ABELAR: Aye.

9 MS. DAVIS: Aye.

10 MS. LINDSEY: Aye.

11 MR. STRIDICK: Aye.

12 MR. HURD: Aye.

13 MS. LAIRD: Aye.

14 CHAIRMAN DRENNAN: Aye.

15 Abstentions?

16 (No response.)

17 CHAIRMAN DRENNAN: Opposed?

18 (No response.)

19 CHAIRMAN DRENNAN: Motion carried.

20 Thank you.

21 Next is Long Branch's two requests, the

22 first item is \$130,000 for UEZ Security Phase X.

23 Jacob Jones?

24 MR. JONES: Good morning.

25 I have with me Sergeant Frank Fazentino

1 (phonetic) who in charge of our UEZ patrols.

2 This continues to implement crime  
3 prevention initiatives.

4 This is also, we have foot patrol, bicycle  
5 patrol, vehicle patrol, all in the Urban Enterprise  
6 Zone areas by the UEZ police.

7 All of this is in an effort to increase  
8 foot traffic in our commercial districts.

9 We now have complete safety, people feel  
10 comfortable in Long Branch, our crime statistics  
11 have improved drastically with the inception of the  
12 UEZ police.

13 We have increased our business revenues  
14 these areas are more productive.

15 All of this is attributable to the Police  
16 presence in our UEZ.

17 We would request a continuance of this  
18 service which is absolutely indispensable for  
19 productivity in our commercial zones.

20 CHAIRMAN DRENNAN: Thank you.

21 I'll take a motion.

22 MS. LINDSEY: So moved.

23 CHAIRMAN DRENNAN: First by Ms. Lindsey.

24 Second?

25 MR. HURD: Second.

1 CHAIRMAN DRENNAN: Seconded by Mr. Hurd.

2 Discussion?

3 Hearing none, all in favor?

4 MS. DAVIS: Aye.

5 MS. LINDSEY: Aye.

6 MR. STRIDICK: Aye.

7 MR. HURD: Aye.

8 MS. LAIRD: Aye.

9 CHAIRMAN DRENNAN: Aye.

10 Abstentions?

11 MR. ABELAR: Abstain.

12 CHAIRMAN DRENNAN: Opposed?

13 (No response.)

14 CHAIRMAN DRENNAN: So it is carried six,

15 zero, one.

16 Thank you.

17 And the next item is \$100,000 for UEZ

18 Redevelopment Assistance 2008.

19 MR. JONES: Our redevelopment projects have

20 been ongoing actively since 1999, we are entering

21 our 9th year.

22           The progress is continuous.

23           We are now close to breaking ground for a

24 Broadway Arts Center. This project is monumental to

25 us because it will bring in about a million square

1 feet of new retail.

2 UEZ Phase 2 was additional retail, UEZ  
3 Phase 3 will bring in a new hotel complex.

4 UEZ funds today have leveraged about  
5 three/quarters of a billion dollars in private  
6 investment, this is absolutely phenomenal for us.

7 When all is said and done we anticipate  
8 about two billion dollars in private investment in  
9 leverage, so you can imagine the impact on a City  
10 the size of Long Branch.

11 We continue also to develop, our economic  
12 development. Our job creation numbers are  
13 increasing with the development.

14 While the economy is slumping in Long  
15 Branch we continue to look forward and see  
16 development, productivity is steady, we have a  
17 revitalized economy.

18 We have better ratables, so redevelopment  
19 is working in Long Branch and we request that we  
20 continue going on in this vein.

21 CHAIRMAN DRENNAN: Thank you.

22 I'll take a motion.

23 MR. STRIDICK: So moved.

24 CHAIRMAN DRENNAN: Mr. Stridick.

25 Second?



1 MS. DAVIS: Seconded.

2 CHAIRMAN DRENNAN: Second by Ms. Davis.

3 Discussion?

4 MR. STRIDICK: I have a question with  
5 regard to the CDDD (phonetic) funds, how will you be  
6 using those funds, I think it is \$40,000 in your  
7 application, how will they be used?

8 MR. JONES: They are used to support  
9 project selection and project approval.

10 There is quite a deliberate process that  
11 goes on.

12 Our projects, we believe that the projects  
13 are City driven and not developer driven, so there  
14 is a great deal of work that is put into this.

15 MR. STRIDICK: Have those CDDD funds been  
16 approved?

17 MR. JONES: The budget has been approved.  
18 The funds will be in place probably within another  
19 month.

20 CHAIRMAN DRENNAN: Any further discussion?

21 Hearing none, all in favor?

22 MS. DAVIS: Aye.

23 MS. LINDSEY: Aye.

24 MR. STRIDICK: Aye.

25 MR. HURD: Aye.

1 MS. LAIRD: Aye.

2 CHAIRMAN DRENNAN: Aye.

3 Abstentions?

4 MR. ABELAR: Abstain.

5 CHAIRMAN DRENNAN: Opposed?

6 (No response.)

7 CHAIRMAN DRENNAN: Again, six, zero, one.

8 Thank you.

9 The next item is Mount Holly's request for  
10 \$290,000 for W. Rancocas Redevelopment Business  
11 Center-Phase 2, Kevin Mizikor.

12 MR. MIZIKOR: Mount Holly's request for  
13 \$290,000, this is for year two of the ten year bond  
14 repayment schedule, the funding for the two million  
15 dollar bond plus interest is being used to get  
16 thirty-six properties in our redevelopment area.

17 These properties encompass 3.75 acres,  
18 currently the Township owns seventeen of them, five  
19 are owner occupied and fourteen are landlord owned,

20 These are all part of a sixty-two acre  
21 redevelopment which has been ongoing in the Township

22 since 2000.

23           We have a developer on board, and they  
24 are committed to dedicate fifty-four thousand  
25 square feet of retail space within this area to help

1 Mount Holly's economy moving forward and keep  
2 economic stability within the town.

3 This is a unique opportunity for us  
4 because with the addition of fifty-four thousand  
5 square feet we will make great strides forward.

6 The balance of the properties will be used  
7 as residential but we are not requesting funds for  
8 that.

9 CHAIRMAN DRENNAN: Thank you.

10 I'll take a motion.

11 MS. DAVIS: So moved.

12 CHAIRMAN DRENNAN: First by Ms. Davis.

13 MR. STRIDICK: Second.

14 CHAIRMAN DRENNAN: Seconded by Mr.

15 Stridick.

16 Discussion?

17 Hearing none , all in favor?

18 MS. DAVIS: Aye.

19 MS. LINDSEY: Aye.

20 MR. STRIDICK: Aye.

21 MR. HURD: Aye.

- 22 MS. LAIRD: Aye.
- 23 MR. ABELAR: Aye.
- 24 CHAIRMAN DRENNAN: Aye.
- 25 Abstentions?

1 (No response.)

2 CHAIRMAN DRENNAN: Opposed?

3 (No response.)

4 CHAIRMAN DRENNAN: Motion carried  
5 unanimously.

6 Next is Passaic's request for \$1,018,300  
7 for Roadway, Sewer and Other Related Infrastructure  
8 Improvements to Blaine Street, Dayton Avenue and St.  
9 Francis Way.

10 Glen Carter.

11 MR. CARTER: Good morning.

12 CHAIRMAN DRENNAN: Good morning.

13 MR. CARTER: This is a fairly standard road  
14 improvement project. It includes some  
15 reconstruction, some repair to sidewalks and street  
16 openings.

17 CHAIRMAN DRENNAN: Thank you.

18 I'll take a motion.

19 MR. STRIDICK: So moved.

20 CHAIRMAN DRENNAN: First by Mr. Stridick.

21 MS. LINDSEY: Seconded.

22 CHAIRMAN DRENNAN:Seconded by Ms. Lindsey.

23 Discussion?

24 MR. STRIDICKK: Has this gone out to bid

25 yet? How did you arrive at that figure?



1           The reason I am asking you is because in  
2   the event of a cost overrun how will that be  
3   handled?

4           MR. CARTER: We have put out an RPF for the  
5   engineering services and when the project gets  
6   designed I would anticipate the design costs will  
7   come in higher than what we anticipated.

8           The reason I say that is because we just  
9   did another project a few months ago and that  
10   happened.

11          I would expect this might happen on this  
12   one, too.

13          MR. STRIDICKK: Then you will be coming  
14   back for those cost overruns?

15          MR. CARTER: Correct, I wouldn't quite  
16   characterize them as overruns but they would be  
17   changes in projections.

18          CHAIRMAN DRENNAN: Any further discussion?  
19   All in favor.

20          MS. DAVIS: Aye.

21          MR. ABELAR: Aye.

- 22 MS. LINDSEY: Aye.
- 23 MR. STRIDICK: Aye.
- 24 MR. HURD: Aye.
- 25 MS. LAIRD: Aye.

1 CHAIRMAN DRENNAN: Aye.

2 Abstentions?

3 (No response.)

4 CHAIRMAN DRENNAN: Opposed?

5 (No response.)

6 CHAIRMAN DRENNAN: Motion carried.

7 Paterson, \$300,000 for Marketing and

8 Business Development Program, Phase 2.

9 Jan Northrop.

10 MS. NORTHROP: Paterson is here today to

11 ask for UEZ funds in the amount of \$300,000 to

12 continue their efforts in their marketing campaign.

13 We have a lot of redevelopment going on in

14 the City Paterson. We have a Center City project,

15 which will be a mall right in the center of

16 Paterson, and we want to promote that as well as

17 promote the other redevelopment areas because it

18 will bring in commerce, revenues.

19 We also want to run some cable ads, we

20 want to continue with our marketing kit which we

21 send out to prospective clients who we are looking

22 to relocate into Paterson.

23 We try to get at least two, maybe three

24 newsletters a year out, depending on the time, if we

25 have the time we would like to send them out.

1 But right now we are sending out two  
2 newsletters, maybe three.

3 We get involved in the holiday events for  
4 Paterson; that promotes shopping in the downtown  
5 district.

6 Again, that enhances commerce and revenues  
7 for the City of Paterson.

8 CHAIRMAN DRENNAN: I will take a motion.

9 MS. LINDSEY: So moved.

10 MR. ABELAR: Seconded.

11 CHAIRMAN DRENNAN: First by Ms. Lindsay,  
12 seconded by Mr. Abelar.

13 Discussion?

14 Hearing none, all in favor?

15 MS. DAVIS: Aye.

16 MR. ABELAR: Aye.

17 MS. LINDSEY: Aye.

18 MR. STRIDICK: Aye.

19 MR. HURD: Aye.

20 MS. LAIRD: Aye.

21 CHAIRMAN DRENNAN: Aye.

- 22 Abstentions?
- 23 (No response.)
- 24 CHAIRMAN DRENNAN: Opposed?
- 25 (No response.)

1           CHAIRMAN DRENNAN: Motion carried.

2           Next is Paterson's request for \$200,000  
3 for Sidewalk Matching Grant Phase III.

4           MS.L NORTHROP: This has been a very  
5 successful program for us.

6           The streets and the sidewalks in the City  
7 of Paterson are very old, the infrastructures need  
8 repair, and those businesses that are located within  
9 the Urban Enterprise Zone and are a member of the  
10 Urban Enterprise Zone and are certified as a member  
11 are allowed to take advantage of the matching  
12 grants.

13          In the past it was eight thousand dollars  
14 for a sidewalk, but the cost of materials like  
15 everything else has gone up in the past few years so  
16 we are asking for a ten thousand dollar matching  
17 grant for each qualified business.

18          And, of course, they will be cleared with  
19 compliance and other things that are necessary to  
20 take advantage of this.

21          So we are asking for \$200,000.

22 CHAIRMAN DRENNAN: I'll take a motion.

23 MR. STRIDICKK: So moved.

24 MR. HURD: Seconded.

25 CHAIRMAN DRENNAN: First by Mr. Stridick,



1 seconded by Mr. Hurd.

2 Discussion?

3 MR. STRIDICK: One question with regard to

4 the sidewalks.

5 This is going to be a matching grant and

6 not wholesale replacements.

7 MS. NORTHROP: Yes.

8 MR. STRIDICK: Do you have design

9 standards?

10 MS. NORTHROP: Yes, and the businesses have

11 to get at least two quotes, sometimes that's

12 impossible but we insist on at least two quotes.

13 CHAIRMAN DRENNAN: Thank you.

14 Not hearing any further discussion, all in

15 favor?

16 MS. DAVIS: Aye.

17 MR. ABELAR: Aye.

18 MS. LINDSEY: Aye.

19 MR. STRIDICK: Aye.

20 MR. HURD: Aye.

21 MS. LAIRD: Aye.

22 CHAIRMAN DRENNAN: Aye.

23 Abstentions?

24 (No response.)

25 CHAIRMAN DRENNAN: Opposed?

1 (No response.)

2 CHAIRMAN DRENNAN: Motion carried.

3 Thank you.

4 Perth Amboy's request for \$500,000 for  
5 King Plaza Redevelopment Project Phase 3.

6 Robert McCoy.

7 MR. MCCOY: The UEZ funding for this  
8 project will be dedicated for the exclusive use of  
9 providing public parking space at King Plaza  
10 Redevelopment Project.

11 This project is a multi-purpose project  
12 that is comprised of residential, retail, private  
13 and public parking facilities, developed in a three  
14 and-a-half acre parcel in our central business  
15 district.

16 The retail component of the project  
17 contains a supermarket of thirty thousand square  
18 feet and thirty-six thousand square feet of general  
19 purpose retail space with street level surface  
20 parking space to be provided for retail customers as  
21 well as the general public.

22           This is a mixed use project to be  
23   constructed in several phases.  
24           The parking deck and additional surface  
25   parking lot provide direct benefits to shoppers,

1 patrons and visitors to our central business  
2 district within the Enterprise Zone boundary.

3       There is a projected creation of more  
4 than one hundred permanent jobs due to the  
5 construction of the supermarket along with the new  
6 retail shops to be constructed with the residential  
7 buildings.

8       Public parking places will provide two  
9 hour free downtown shoppers parking, it's part of an  
10 overall seventy million-dollar redevelopment  
11 project.

12       We requested that funding for this  
13 project, two million dollars, be approved by the  
14 Board of Directors to be supported with UEZ funding  
15 before disbursement.

16       During this phase of the project, Phase 3,  
17 we are requesting the third disbursement in this  
18 application for your consideration.

19       CHAIRMAN DRENNAN: I'll take a motion.

20       MR. HURD: So moved.

21       MS. DAVIS: Seconded.

22 CHAIRMAN DRENNAN: First by Mr. Hurd,

23 seconded by Ms. Davis.

24 Discussion?

25 Hearing none, all in favor?

1 MS. DAVIS: Aye.

2 MR. ABELAR: Aye.

3 MS. LINDSEY: Aye.

4 MR. STRIDICK: Aye.

5 MR. HURD: Aye.

6 MS. LAIRD: Aye.

7 CHAIRMAN DRENNAN: Aye.

8 Abstentions?

9 (No response.)

10 CHAIRMAN DRENNAN: Opposed?

11 (No response.)

12 CHAIRMAN DRENNAN: Motion carried.

13 Thank you very much.

14 Next we have Roselle's request for

15 \$232,144 for UEZ Clean Team Year 5.

16 Harry Wyatt?

17 THE SECRETARY: Not here yet.

18 CHAIRMAN DRENNAN: We will move on to

19 Trenton's request for \$800,000 for Relocation Grant

20 to Clarke Caton Hintz.

21 Anthony Carebelli.

22           MR. CAREBELLI: I am bringing up with me  
23 John Hatch and John Ryan is also in the background,  
24 he is Grand Master of the Masons in New Jersey.  
25           The project consists of renovations to the



1 third floor of the Masonic Temple located at the or  
2 near the intersection of Lafayette Street and  
3 Barrack.

4 The building was constructed in the  
5 nineteen-twenties, 1927 and the third floor remained  
6 a vacant shell.

7 John Ryan is in the process of doing some  
8 rehabilitation work to the property, 2.25 million in  
9 renovations.

10 Just at that time John and his firm who  
11 were originally located in the City of Trenton on  
12 West State Street and later moved to West Trenton  
13 had an interest in moving back to the City, and they  
14 felt it was a good match being located actually at  
15 the Masonic Temple building.

16 They bring with them thirty-five jobs and  
17 they are looking to increase that number upwards to  
18 fifty.

19 I think this is a very worthwhile project  
20 for the City of Trenton .

21 CHAIRMAN DRENNAN: Thank you.

22 I will take a motion.

23 MS. DAVIS: So moved.

24 MR. STRIDICK: Seconded.

25 CHAIRMAN DRENNAN: First by Ms. Davis,

1 seconded by Mr. Stridick.

2 Discussion?

3 Hearing none, all in favor?

4 ( Not discernible)

5 CHAIRMAN DRENNAN:

6 Abstentions?

7 (Not discernible.)

8 CHAIRMAN DRENNAN: Opposed?

9 ( Not discernible.)

10 CHAIRMAN DRENNAN: Motion carried, five,  
11 zero, two.

12 Next, Union City--

13 THE SECRETARY: Not here yet.

14 CHAIRMAN DRENNAN: Vineland's request for

15 \$482,982 for Vineland Downtown Improvement

16 District/Main Street Vineland-Operating

17 Expenses-year 17.

18 (No response.)

19 Is Lakewood here?

20 Lakewood has two requests, the first

21 request is for \$260,000 in Second Generation Funds

22 for Strand Capital.

23 Russell Corby.

24 MR. CORBY: The request before you is for

25 second generation funds for the acquiring of the

1 historic Strand Theater.

2       We were required to accept the building  
3 and all its contents. There are ten apartments in  
4 the building, those are revenue generating living  
5 areas.

6       We have always maintained within the  
7 Strand project itself a separate accounting for this  
8 money because it is second generation. That is  
9 regularly reported in our quarterly reports.

10       We have been asked, however, to now  
11 separate it out and approach each project separately  
12 due to the fact that it is really the operation  
13 portion of what we do with the Strand Theater, among  
14 many others.

15       This request is before you. It shows the  
16 revenue we expect to get in and how we expect to  
17 spend that money.

18       I believe you have before you a complete  
19 history of the seven years as to the accounting of  
20 this and what the money is spent on.

21       We have upgraded every single apartment.

22           When we first acquired the Strand Theater  
23   it was known for its criminal activities. That is  
24   no longer the case. Fourth Street is now someplace  
25   where everybody can walk, and we don't have the kind

1 of activities and conduct that had previously been  
2 there before it was taken over by public ownership.

3 Any questions?

4 CHAIRMAN DRENNAN: I'll take a motion.

5 MR. ABELAR: So moved.

6 CHAIRMAN DRENNAN: First by Mr. Abelar.

7 MS. DAVIS: Seconded.

8 MR. ABELAR: Seconded by Ms. Davis.

9 Discussion?

10 MR. HURD: Question: The Strand Theater is  
11 being rehabilitated for living space?

12 MR. CORBY: No, it always was.

13 MR. HURD: It always was living space?

14 MR. CORBY: There is one building that has  
15 the theater and there are ten apartments in the  
16 building.

17 MR. HURD: The money is going to be used  
18 to rehabilitate the apartment portion?

19 MR. CORBY: That's what it has been used  
20 for.

21 MR. HURD: Are there UEZ funds for living

22 space?

23 MR. CORBY: I can only say it is what it

24 is, in fact it was acquired under those

25 circumstances.



1           MS. LAIRD: You are talking about applying  
2 the funds to the residential portion of the  
3 property?

4           MR.L CORBY: We in fact are the landlords,  
5 and if the plumbing goes out, the landlord has to  
6 fix the plumbing.

7           Mr. HURD: My only question is, if it is  
8 going toward the commercial end of the building  
9 there would be no issue, but from my understanding  
10 that goes to the residential area; UEZ funds are not  
11 supposed to be used for that.

12           The problem is if a portion of the  
13 building can be designated for commercial --

14           MS. BRUCK: It would be okay to have a  
15 mixed-use.

16           It is my understanding this is for the  
17 entire building, for the improvement of the theater  
18 which may be of incidental benefit to the tenants,  
19 but if it is for the residential portion it would  
20 not be allowed.

21           You talked about the historical value of

22 the theater and not so much going to the residents--

23 MR. CORBY: Our option then, again, we

24 acquired this with the approval of the UEZ, our

25 option then would be to simply get rid of the

1 tenants, and I think that would require us also to  
2 pay relocation costs.

3 MS. LAIRD: I really think the issue here  
4 is, you are talking about -- the acquisition I  
5 don't think is an issue, but applying the money here  
6 specifically to the residential portion is not  
7 allowed by this body or these bodies, so that is I  
8 think the question.

9 MR. STRIDICK: The Mount Holly application  
10 which we just heard, the residential portion was  
11 taken out of the UEZ consideration.

12 MR. CORBY: That does create a situation,  
13 because it is still a revenue generating location.

14 MS. DAVIS: But you could seek funding  
15 through the NJIA, if you are generating revenue you  
16 can use that revenue to pay off the loan.

17 CHAIRMAN DRENNAN: It was my understanding  
18 that it was a movie theater because of some of the  
19 documentation provided to us, that this was more  
20 focused on the non-residential part.

21 At this moment in time I would be willing

22 to consider a motion to table the item.

23 MR. STRIDICK: I concur.

24 AN UNIDENTIFIED LADY: It is all tied

25 together, the fire sprinkler system, it is all one

1 unit, so if you talk about the apartments you are  
2 talking about the building.

3 I would have to shut the whole building  
4 down, tenants, apartments, everything, theater.

5 CHAIRMAN DRENNAN: We are willing to have  
6 further discussion on this.

7 We need to have more details, because even  
8 the details that have been provided to the members  
9 and we reviewed what was stated in there is sort of  
10 a different perception than what we had.

11 I think the Board needs the opportunity to  
12 go back and review this and make sure it is still  
13 consistent with what we are doing.

14 To share with you, it's been done before  
15 where there are mixed-use projects where moneys have  
16 gone from funds of this Commission into facilities.

17 But we want to make sure that the  
18 proportion of it is consistent with the practice in  
19 the past.

20 MR. ABELAR: There are some exceptions,  
21 there are valid exceptions to whatever rule we have,

22    which I am not aware of.

23           CHAIRMAN DRENNAN: We can't do  
24    residential.

25           MS. BRUCK: We can't do totally

1 residential.

2 MS. LAIRD: The whole idea is creating  
3 jobs.

4 CHAIRMAN DRENNAN: We have done mixed-use  
5 projects before, and as a Board and the authority we  
6 need to go back with Lakewood and have a better  
7 understanding as to how this money is being used to  
8 make sure it is consistent with what we have done in  
9 the past, and maybe you will come back and we will  
10 work with you.

11 My reading of this, and I think several  
12 other Board members' reading of it, was different.

13 MS. LAIRD: I move that we table it at  
14 this time.

15 MS. LINDSEY: Seconded.

16 CHAIRMAN DRENNAN: Motion by Ms. Laird to  
17 table this matter, seconded by Ms. Lindsey.

18 All in favor?

19 MS. DAVIS: Aye.

20 MR. ABELAR: Aye.

21 MS. LINDSEY: Aye.

- 22 MR. STRIDICK: Aye.
- 23 MR. HURD: Aye.
- 24 MS. LAIRD: Aye.
- 25 CHAIRMAN DRENNAN: Aye.



1 Abstentions?

2 (No response.)

3 CHAIRMAN DRENNAN: Opposed?

4 (No response.)

5 CHAIRMAN DRENNAN: Unanimously approved to  
6 table.

7 Thank you.

8 The other one, \$250,000, Lakewood's Second  
9 Generation Fund Proposal Amendment request for UEZ  
10 08-11 SGF, Franklin Street Redevelopment Area  
11 Acquisitions, increasing the project from \$2,650,000  
12 to \$2,900,000.

13 MR. CORBY: This \$250,000 is for purposes  
14 of acquisition and actual redevelopment.

15 We have two or three acquisitions pending  
16 as we speak and also some future acquisitions.

17 But it was the recommendation of our  
18 engineer that we put aside a certain amount of  
19 money, 250,000, for any potential environmental  
20 conditions that these properties will have in the  
21 future.

22           This is, we are already receiving funding  
23 from the OBC for investigation.

24           There is also money for environmental  
25 investigation due to the hazardous discharge

1 remediation funds here in the State of New Jersey.

2       There is other potential funding for  
3 environmental remediation.

4       Our purpose here is to put the money aside  
5 during that interim period so that we can move ahead  
6 with these acquisitions.

7       That's basically the recommendation of the  
8 environmental engineer.

9       CHAIRMAN DRENNAN: With that I'll take a  
10 motion.

11       MR. ABELAR: So moved.

12       CHAIRMAN DRENNAN: First by Mr. Abelar.

13       MS. LAIRD: Seconded.

14       CHAIRMAN DRENNAN: Seconded by Ms. Laird.  
15 Discussion?

16       MS. BRUCK: The same question: are those  
17 acquisition going to be for commercial use?

18       MR. CORBY: In the redevelopment area on  
19 Main Street, it is within the UEZ, it is a  
20 redevelopment area.

21       MS. BRUCK: For commercial use, though?

22 MR.CORBY: Yes.

23 The redevelopment plan calls for

24 commercial uses only and the properties --

25 MS. BRUCK: Calls for what?

1           MR. CORBY: Calls for mixed-use, the  
2 properties that we well acquire are in the  
3 commercial district.

4           MR. STRIDICK: In your budget sheet you  
5 have \$250,000 under Administration.

6           What exactly will those funds be used for,  
7 it won't address remediation specifically but it  
8 will address the administration --

9           MR. CORBY: It will be used for any monies  
10 that we need for the environmental analysis or any  
11 matching money would actually be used to remediate.

12          MR. STRIDICK: So it will be used in a  
13 physical, more or less, way as to the study of it  
14 rather than the administration of it?

15          AN UNIDENTIFIED LADY: we put it under  
16 Administration because we had no other place to put  
17 it at this point. When we know exactly how it will  
18 be used then we can disclose to you how professional  
19 services and construction, all of that would fall  
20 into place.

21          If I put it under Professional Services,

22 50,000 here, and 200,000 here--we put it under  
23 Administration and we are going to let you know  
24 exactly where it is going to go.  
25 MR.STRIDICK: But it is for environmental

1 purposes?

2 AN UNIDENTIFIED LADY: Environmental.

3 CHAIRMAN DRENNAN: Any further discussion?

4 Hearing none, all in favor?

5 MS. DAVIS: Aye.

6 MR. ABELAR: Aye.

7 MS. LINDSEY: Aye.

8 MR. STRIDICK: Aye.

9 MR. HURD: Aye.

10 MS. LAIRD: Aye.

11 CHAIRMAN DRENNAN: Aye.

12 Abstentions?

13 (No response.)

14 CHAIRMAN DRENNAN: Opposed?

15 (No response.)

16 CHAIRMAN DRENNAN: Motion carried.

17 Now, Vineland's request for \$482,982 for

18 Vineland Downtown Improvement District/Main Street

19 Vineland-Operating Expenses-Year 17.

20 MR. NOONE: Good morning, everyone.

21 My name is Todd Noone, I am the Executive

22 Director for Main Street Vineland and I appreciate

23 the opportunity to be here.

24 The request you have before you

25 represents about a 16,000-dollar increase in UEZ



1 funding from 2007.

2 We have done that through better  
3 allocation of funding, we have done it through more  
4 aggressively pursuing other avenues of funding such  
5 as grants and earned revenue.

6 The budget you have before you really  
7 represents the best of Vineland, I think, and the  
8 progress this past year has been unbelievable,  
9 primarily with the assistance of UEZ we have had  
10 over eight million dollars in public and private  
11 reinvestment in the downtown within 2007 alone.

12 We have a relatively small downtown so  
13 that is pretty significant.

14 We have had the facade program, we have  
15 created over twenty new businesses, forty new jobs,  
16 and all this primarily with the assistance of the  
17 UEZ funding.

18 We respectfully request your  
19 consideration of this request for funding this year.

20 MR. STRIDICK: So moved.

21 MS. LINDSEY: Seconded.

22 CHAIRMAN DRENNAN: First by Mr. Stridick,

23 seconded by Ms. Lindsey.

24 Discussion?

25 Hearing none, all in favor?

1 MS. DAVIS: Aye.

2 MR. ABELAR: Aye.

3 MS. LINDSEY: Aye.

4 MR. STRIDICK: Aye.

5 MR. HURD: Aye.

6 MS. LAIRD: Aye.

7 CHAIRMAN DRENNAN: Aye.

8 Abstentions?

9 (No response.)

10 CHAIRMAN DRENNAN: Opposed?

11 (No response.)

12 CHAIRMAN DRENNAN: Motion carried.

13 The next item is Vineland's Second

14 Generation Fund request.

15 Jim Lelli?

16 MS. FORSISKY: Sandy Forsisky, Director of

17 Redevelopment.

18 CHAIRMAN DRENNAN: This is for three

19 and-a-half million dollars for Economic Development

20 Loan to Landis Theatre Properties?

21 MS. FORSISKY: We are requesting 3.5

22 million and five hundred thousand, three million  
23 dollars as a loan structured as a seven year  
24 interest only to be leveraged with new market tax  
25 credits, the total project is roughly seven million

1 dollars.

2       The picture here shows Four Corners, it  
3 was a little over a year ago we put out an RFP.  
4 This represents the northwest corner, that's the  
5 Landis building which has been abandoned since 1992.  
6 It is the first thing you see when you come into our  
7 downtown. It is a beautiful art-deco building in  
8 the Historic Register.

9       We put out a bid for all Four Corners.

10       The City knew the reason it sat there  
11 since 1992; it is pretty hard to restore theaters  
12 and make them viable.

13       So we thought if we packaged it as Four  
14 Corners that we could get a better response, because  
15 even though we are not ready for Phases 3 and 4 yet,  
16 that will be money for the developer, so this is a,  
17 if you want the other corners you have to do the  
18 theater.

19       Although the developer -- we did manage to  
20 get together all the people in the City, we have a  
21 dance company, we have two theater groups, we have a

22 symphony, and we put them all together so they will

23 all be part of this and we are going to form a

24 non-profit.

25       We are asking for 3.5 million dollars,

1 which represents about 50 percent of the total  
2 rehabilitation costs.

3 There will be a restaurant attached which  
4 also helps make it more viable.

5 We have already lined up a well  
6 established Italian restaurant in our area that  
7 everyone knows who they are, they moved out of the  
8 City but they definitely want to come back.

9 The UEZ funding will not be utilized until  
10 the end of the project so there is no risk that it  
11 is used and it isn't finished.

12 CHAIRMAN DRENNAN: I will take a motion.

13 MR. STRIDICK: So moved.

14 MS. DAVIS: Seconded.

15 CHAIRMAN DRENNAN: First by Mr. Stridick,  
16 seconded by Ms. Davis.

17 MS. BRUCK: Is the funding going to be  
18 used for the high school expansion?

19 MS. FORSISKY: No, this is strictly for the  
20 theater. There are four phases, this is one of the  
21 phases, you have to do all Four Corners and you have

22 to do the theater.

23 MR. STRIDICK: What is the sequence of the

24 four?

25 AN UNIDENTIFIED GENTLEMAN: The theater is



1 first, and then the high school and then this is a  
2 combination of retail on the ground floor and then  
3 two floors of senior apartments above that.

4 The other corners will be next year.

5 MR. STRIDICK: But the redevelopment does  
6 not include the high school expansion?

7 MS.FORSISKY: No, these monies won't be  
8 used for that. In doing all the Four Corners, they  
9 were a part of it but they have to fund it  
10 100 percent.

11 MS. LAIRD: You referred to tax credit,  
12 was that the new market tax credit?

13 AN UNIDENTIFIED GENTLEMAN: On the south,  
14 east and west corners.

15 MS. LINDSEY: This is depending on the  
16 receipt of the new market tax credits, or is there  
17 other funding?

18 AN UNIDENTIFIED GENTELMAN: It is just one  
19 of the fundings.

20 As I am working my way through the process  
21 I think the historical portion will be greater than

22 what you have in your pro forma, we have discussed  
23 the funding, I think I have 200,000 in the  
24 application, but I am meeting with a bank, I am  
25 very optimistic.

1 MS. FORSISKY: He needs a commitment such  
2 as the UEZ's for 3.5 to get the other funding.

3 So even though the money will not be used  
4 until the end of the project, to be a leveraged  
5 lender they need to know that you are on- board.

6 MR. ABELAR: So each owner of each  
7 building --

8 AN UNIDENTIFIED GENTLEMAN: It is a  
9 non-profit that will eventually own it.

10 MR. ABELAR: What about the owners of the  
11 buildings?

12 MS. FORSISKY: The City has turned it over  
13 to the developer, we are only talking about the  
14 theater right now.

15 MR. ABELAR: So the City is the owner of  
16 the theater.

17 AN UNIDENTIFIED GENTLEMAN: Today.

18 MR. ABELAR: This loan represents  
19 50 percent of the total project --

20 AN UNIDENTIFIED GENTLEMAN: Just the theater  
21 project.

22           MS. FORSISKY: The acquisition, we are  
23   turning it over for a dollar, the deed over to the  
24   developer who is forming a non-profit entity.

25           MR. ABELAR: The City is the owner and

1 then you turn it over to the developer?

2 AN UNIDENTIFIED GENTLEMAN: This week we  
3 are going to sign the deed and I will own the  
4 building.

5 CHAIRMAN DRENNAN: Well, the non-profit--

6 AN UNIDENTIFIED GENTLEMAN: The non-profit  
7 will operate the theater.

8 MS. BRUCK: The developer, you are going  
9 to flip it, you are going to sell it for one dollar  
10 to the developer?

11 MS. FORSISKY: That's the holding company.  
12 The operating company is a non-profit, not the owner  
13 of the real estate.

14 CHAIRMAN DRENNAN: And the loan is to the  
15 owner of the real estate?

16 AN UNIDENTIFIED GENTLEMAN; Yes.

17 MS. BRUCK: You are going to sell it for  
18 one dollar to?

19 MS. FORSISKY: Landis Properties, LLC.

20 MS. BRUCK: They are going to be the  
21 owner?

22 MS. FORSISKY: Yes.

23 MS. BRUCK: But the loan is to Landis

24 Theater Properties, LLC.

25 CHAIRMAN DRENNAN: What are the names of

1 the two entities of concern?

2 AN UNIDENTIFIED GENTLEMAN: Just Landis  
3 Theater Properties, LLC.

4 MS. BRUCK: There is only one?

5 AN UNIDENTIFIED GENTLEMAN: The operator of  
6 the theater itself will be a new entity, a  
7 non-profit.

8 MS. BRUCK: And they are going to be the  
9 recipient of the loan?

10 A No, Landis Theater Properties, LLC.

11 MS. BRUCK: We are only talking about  
12 lending it to the owner?

13 AN UNIDENTIFIED GENTLEMAN: Yes.

14 MR. STRIDICK: I have a question.

15 A little while ago you mentioned that the  
16 three million will actually come at the end, the  
17 loan will come at the end, and that will come at the  
18 end of the theater process, not the development of  
19 all Four Corners?

20 MS. FORSISKY: No.

21 MR. STRIDICK: So while we are focusing on

22 Four Corners here-- will you be the master developer

23 of all Four Corners?

24 AN UNIDENTIFIED GENTLEMAN: Yes.

25 CHAIRMAN DRENNAN: What is the schedule or



1 time-line?

2 AN UNIDENTIFIED GENTLEMAN: We are hoping  
3 to start the school at the end of this year, the  
4 first part of next year, and this would be the  
5 summer of next year, and the other corner will be  
6 the summer of 2010.

7 MR. STRIDICK: Will you be back here for  
8 other funds from the UEZ?

9 AN UNIDENTIFIED GENTLEMAN: At the present  
10 time it is all financed through the tax credits.

11 MS. FORSISKY: The restaurant may come  
12 back, the operator may come back for a loan.

13 MS. LAIRD: You talk about a tax credit,  
14 are you already in the process?

15 AN UNIDENTIFIED GENTLEMAN: Yes, we are  
16 about three weeks from part 2.

17 MR. ABELAR: Who will be paying the  
18 interest on the loan?

19 AN UNIDENTIFIED GENTLEMAN: Landis Theater  
20 Properties.

21 MR. ABELAR: Which is a private

22 institution?

23 MR. HURD: LLC.

24 MR. ABELAR: They will own the theater at

25 the end?

1 AN UNIDENTIFIED GENTLEMAN: Yes.

2 MR. ABELAR: And the City is

3 transferring --

4 AN UNIDENTIFIED GENTLEMAN: Yes.

5 CHAIRMAN DRENNAN: Any further discussion?

6 Hear hearing none, all in favor?

7 MS. DAVIS: Aye.

8 MR. ABELAR: Aye.

9 MS. LINDSEY: Aye.

10 MR. STRIDICK: Aye.

11 MR. HURD: Aye.

12 MS. LAIRD: Aye.

13 CHAIRMAN DRENNAN: Aye.

14 Abstentions?

15 (No response.)

16 CHAIRMAN DRENNAN: Opposed?

17 (No response.)

18 CHAIRMAN DRENNAN: Motion carried.

19 The next item is a \$550,000 for Economic

20 Development Loan to TLC Real Estate, LLC.

21 Jim Lelli.

22           MR. LELLI: This is a proposal for a  
23 permanent loan mortgage to the TLC Real Estate LLC.

24

25           This building will be taken over by a

1 daycare center that went out of business, they have  
2 a chance to do the daycare center as a medical  
3 services center, it's right off Route 55 on Landis  
4 Avenue, and we welcome all of the medical service  
5 people to come into the area.

6 The investment is a two million seven  
7 hundred and fifty thousand dollar investment.

8 CHAIRMAN DRENNAN: I'll take a motion.

9 MS. DAVIS: So moved.

10 MR. STRIDICK: Seconded.

11 CHAIRMAN DRENNAN: First by Ms. Davis,  
12 seconded by Mr. Stridick.

13 Discussion?

14 Hearing no discussion, all in favor?

15 MS. DAVIS: Aye.

16 MR. ABELAR: Aye.

17 MS. LINDSEY: Aye.

18 MR. STRIDICK: Aye.

19 MR. HURD: Aye.

20 MS. LAIRD: Aye.

21 CHAIRMAN DRENNAN: Aye.

- 22 Abstentions?
- 23 (No response.)
- 24 CHAIRMAN DRENNAN: Opposed?
- 25 (No response.)

1 CHAIRMAN DRENNAN: Motion carried.

2 The next item is \$270,000 for Economic  
3 Development Loan to Urban Manufacturing, LLC.

4 MR. LELLI: Again, this is a second  
5 mortgage financing for the Urban Manufacturing, LLC,  
6 which is the holding company that leases it out to  
7 a sign company. Again, this is a new company in  
8 Vineland with a number of jobs that they have  
9 created.

10 If you see all of the Rite-Aid signs,  
11 this is the sign company that has done it in South  
12 Jersey.

13 They are moving into Vineland into an  
14 empty building that's been empty for about fifteen  
15 years so we are very happy to have them and it fits  
16 in perfectly.

17 CHAIRMAN DRENNAN: I'll take a motion.

18 MR. STRIDICK: So moved.

19 CHAIRMAN DRENNAN: First by Mr. Stridick.

20 MR. HURD: Seconded.

21 CHAIRMAN DRENNAN: Seconded by Mr. Hurd.

22 Discussion?

23 Hearing none, all in favor?

24 MS. DAVIS: Aye.

25 MR. ABELAR: Aye.



1 MS. LINDSEY: Aye.

2 MR. STRIDICK: Aye.

3 MR. HURD: Aye.

4 MS. LAIRD: Aye.

5 CHAIRMAN DRENNAN: Aye.

6 Abstentions?

7 (No response.)

8 CHAIRMAN DRENNAN: Opposed?

9 (No response.)

10 CHAIRMAN DRENNAN: Motion carried.

11 Now before we move on to our consent

12 agenda, going backwards, we have Roselle's first

13 request for \$232,114 for UEZ Clean Team Year 5.

14 Harry Wyatt.

15 MR. WYATT: This is our largest and most

16 successful project which is also year 5 of such

17 projects.

18 The Clean Team is very vital to the

19 Borough of Roselle. They do an extensive job

20 throughout the UEZ area.

21 We are now having a major problem, as we

22 speak, with regard to the snow which has now turned  
23 into slush, and they are now shoveling bucketfulls  
24 of water.  
25       They are doing from snow removal to slash

1 removal. They are very popular with businesses  
2 within the Borough. There are a lot of mom and pop  
3 stores within our Borough that have difficulty doing  
4 those things that they lend a hand in.

5       They have been instrumental in the pick-  
6 up and the start-up of all other types of things  
7 like summer concerts and all other types of things  
8 that we are looking to build and develop in the  
9 future.

10       In the near future on this particular  
11 project we would like to expand it and bring on more  
12 equipment and request a new truck which will allow  
13 it to expand.

14       We currently have a four man force. Right  
15 now they have one pick-up truck, an '80 something,  
16 and a newer truck, and the other is a garbage truck.

17       Two of our guys are over six foot six and  
18 it is a little difficult for them to get inside that  
19 truck and drive around, and to allow us to have an  
20 additional truck would allow us to spread our forces  
21 out in the area.

22 CHAIRMAN DRENNAN: I'll take a motion.

23 MR. HURD: So moved.

24 MR. STRIDICK: Seconded.

25 CHAIRMAN DRENNAN: First by Mr. Hurd,

1 seconded by Mr. Stridick.

2 Discussion?

3 MR. STRIDICK: I was just glad to see a

4 decent wage for the laborers.

5 MS. LINDSEY: As well as medical expenses.

6 MR. WYATT: We are looking at this as a

7 kind of a stepping-stone as to other things they

8 would like to do in the Borough.

9 We had several guys going into the Fire

10 Department, and one guy recently was appointed to

11 the Police Force of Union County, so we are looking

12 at those ways to develop it.

13 I want to thank Kathy, Lisa and Linda, you

14 guys have done a tremendous job. There were a lot

15 of things going on. They called me on my cellphone

16 on their overtime, and without their help this

17 project wouldn't be on the agenda.

18 CHAIRMAN DRENNAN: Hearing no further

19 discussion, I will take a vote.

20 All in favor?

21 MS. DAVIS: Aye.

22 MR. ABELAR: Aye.

23 MS. LINDSEY: Aye.

24 MR. STRIDICK: Aye.

25 MR. HURD: Aye.

1 MS. LAIRD: Aye.

2 CHAIRMAN DRENNAN: Aye.

3 Abstentions?

4 (No response.)

5 CHAIRMAN DRENNAN: Opposed?

6 (No response.)

7 CHAIRMAN DRENNAN: Motion carried.

8 The next item is for \$87,906 for Comcast

9 Advertising Phase III.

10 MR. WYATT: I am also bringing a  
11 representative from Comcast, if you folks have any  
12 questions.

13 Comcast advertising now is in year 3, and  
14 this is pretty much an update to what we are  
15 currently doing.

16 In the past we have been using a  
17 commercial that now is kind of outdated. We would  
18 like to address some particular changes, and  
19 hopefully we will be able to build through the  
20 businesses themselves, give them an opportunity to  
21 entice more businesses who aren't in the UEZ to

22 join.

23       We have had a number of different requests

24 and we are kind of feeling around to see what we

25 can do to better serve the mom and pops as well as



1 the larger businesses we have here.

2 CHAIRMAN DRENNAN: I'll take a motion.

3 MR. HURD: So moved.

4 CHAIRMAN DRENNAN: First by Mr. Hurd.

5 MS. DAVIS: Seconded.

6 CHAIRMAN DRENNAN: Seconded by Ms. Davis.

7 Discussion?

8 MS. LAIRD: Question: You are including  
9 the businesses in the commercials but they are not  
10 contributing to it, this is really a value added  
11 that you're offering?

12 MR. WYATT: Yes, trying to use it more as  
13 an incentive, if we ask what can we do, they say you  
14 can give me my own commercial, we have a project  
15 that gives them an opportunity to do their own  
16 commercials, but I guess they are a little leery  
17 like, "I am not sure I want to spend the money, " so  
18 we are hoping to tag it along with the previous  
19 commercials that we have had and we also have a  
20 little more incentive for the type of package this  
21 entails.

22           We are going to use major league baseball  
23 to package on, major league baseball puts up huge  
24 numbers, and we would like to put their commercials  
25 before these many people.

1           The Yankees obviously have been so  
2   successful and the Mets are coming around.

3           And we know that millions of people will  
4   be watching these games which would give the  
5   businesses more exposure as well.

6           MS. LINDSEY: Is there any way that you  
7   could track how many people are going to be coming  
8   into the businesses through the commercials?

9           It would be interesting just to understand  
10   how effective they are.

11          MR. WYATT: We have had discussions how to  
12   effectively do that but it was up in the air, do you  
13   want to pass out cards and ask everyone who is  
14   coming in but then the businesses will say they are  
15   so busy they can't.

16          We are trying to get across to them the  
17   importance of, You really need to do this to track  
18   how effective those dollars and if it's really  
19   working.

20          Many of these ma and pa's are either  
21   fairly new or so small that they really can't

22 appreciate the full value of these types of things.

23 They understand that advertising is important but

24 they don't see the larger picture.

25 That's also why the previous project was a

1 little slow in progressing.

2 MS. DAVIS: Couldn't Comcast track that?

3 AN UNIDENTIFIED GENTLEMAN: We can track  
4 viewership but we don't know how to translate it  
5 into the number of people who go and buy the goods.

6 MR. WYATT: We know millions of people are  
7 watching the show.

8 MS. LAIRD: Perhaps if you included that  
9 in the promotion that it should be tracked--

10 MR. WYATT: I am looking to tie these into  
11 other projects on marketing development, also our  
12 summer concerts. We are trying to make one big ball  
13 of wax.

14 MR. STRIDICK: Will you be using this as  
15 value added to entice new businesses as well?

16 MR. WYATT: Absolutely.

17 MR. STRIDICK: The time slots for these  
18 commercials is pretty broad. Are we talking  
19 realistically in focusing on more viewership hours  
20 about baseball games and stuff like that, or are we  
21 going to be focusing on two, three, four o'clock in

22 the morning?

23 MR. WYATT: It wouldn't benefit us if we

24 had a commercial three o'clock in the morning, of

25 course some of them will be because television isn't

1    what it used to be, now it's twenty-four hours a  
2    day.

3           We don't want to underestimate what type  
4    of viewers we have but we certainly want to focus on  
5    the eight to twelve o'clock hours when most people  
6    are actually viewing and those things like the games  
7    are obviously on between those hours.

8           CHAIRMAN DRENNAN: Hearing no further  
9    discussion, all in favor?

10          MS. DAVIS: Aye.

11          MR. ABELAR: Aye.

12          MS. LINDSEY: Aye.

13          MR. STRIDICK: Aye.

14          MR. HURD: Aye.

15          MS. LAIRD: Aye.

16          CHAIRMAN DRENNAN: Aye.

17          Abstentions?

18          (No response.)

19          CHAIRMAN DRENNAN: Opposed?

20          (No response.)

21          CHAIRMAN DRENNAN: motion carried.

- 22           Thank you very much.
- 23           Moving on to Union City, \$327,120 for
- 24 Business Recruitment and Marketing Phase VIII.
- 25           Juan Carlos Rojas --



1           MR. ROJAS: I am Juan Carlos Rojas, I am  
2 the Assistant Coordinator. I am here filling in  
3 for Amala (phonetic) who was not able to make it  
4 today.

5           This is for the Business Recruitment &  
6 Marketing Phase VIII for \$327,120.

7           The marketing and business improvement is  
8 probably one of the most important things that we do  
9 in terms of promoting business throughout our  
10 district, our UEZ business district, and promoting  
11 the UEZ program in and of itself to other potential  
12 businesses that might want to join or come into the  
13 program.

14          We have everything from, we have  
15 created -- with these monies we have created a  
16 business directory, we advertise on the local  
17 channel, we advertise in the local newspapers, we  
18 have special events like "A Taste of Union City"  
19 which has been hugely successful, and we are able to  
20 decorate the streetscape with banners not just  
21 during the holidays but through the year.

22           All of these things come together to

23   create a positive environment for business.

24           We have in our particular case more than

25   80 percent of our population is Spanish speaking,

1 everything that we do is also bilingual, and we try  
2 as much as we can to reach out to the newspapers  
3 that the local population reads.

4 So that involves reaching out to a lot of  
5 newspapers like (inaudible), things that have had an  
6 impact on getting our message to the people that are  
7 actually going to see it and therefore respond to  
8 it, so we try as much as possible to cater with  
9 everything that we do given our circumstances.

10 CHAIRMAN DRENNAN: Thank you.

11 I'll take a motion.

12 MR. HURD: So moved.

13 MS. LINDSEY: Seconded.

14 CHAIRMAN DRENNAN: First by Mr. Hurd,  
15 seconded by Ms. Lindsey.

16 Discussion?

17 MS. LINDSEY: I have a question.

18 Are you and your staff doing all this  
19 work, or are you contracting it out?

20 MR. ROJAS: As far as, to give you an  
21 example, the staff, being myself and Amala, we try

22 to do as much as possible, like for the newsletter  
23 we put out, we basically provide the contents for  
24 that, we do the layouts for that, we design it  
25 pretty much.

1           In order to minimize costs we try to do  
2   that end of it, so that really all we have to do is  
3   get it over to a printer and they take it from  
4   there.

5           Amala also does a fatastic job, she does  
6   the layouts for the newspapers herself and we do  
7   the Spanish translations ourselves.

8           So basically we hand it over pretty much  
9   as as finished a product as possible to minimize  
10   costs as much as possible.

11          MS. LINDSEY: Thank you.

12          CHAIRMAN DRENNAN: Any further discussion?

13          Hearing none, all in favor?

14          MS. DAVIS: Aye.

15          MR. ABELAR: Aye.

16          MS. LINDSEY: Aye.

17          MR. STRIDICK: Aye.

18          MR. HURD: Aye.

19          MS. LAIRD: Aye.

20          CHAIRMAN DRENNAN: Aye.

21          Abstentions?

- 22 (No response.)
- 23 CHAIRMAN DRENNAN: Opposed?
- 24 (No response.)
- 25 CHAIRMAN DRENNAN: Motion carried.

1           The next item is Union City \$119,500 for  
2 Continuation of Funding for UEZ Police Officers in  
3 Year 3.

4           MR. ROJAS: This will be a continuation of  
5 funding for the UEZ Police Officers.

6           In addition to safety, which is a concern,  
7 and creating an environment that is safe to conduct  
8 business in, the Police Officers that we have been  
9 funding through the UEZ also have the added asset of  
10 helping community relations, developing community  
11 relations, almost as a public relations campaign.

12          Plus the fact that it says UEZ on their  
13 uniforms and that these Police Officers really go  
14 out of their way to reach into the mom and pop  
15 shops, take the extra time to go in and say hello.

16          I am not an expert in Police enforcement,  
17 but from what I understand sometimes this is  
18 actually in terms of fighting crime not the most  
19 effective policing but in terms of developing  
20 community relations it really doesn't help to have  
21 them sort of drive by quickly, so we try to work as

22 much as possible with the Union City Police to  
23 develop that kind of ongoing relationship.  
24 Again, the character of our business  
25 district is mostly mom and pops shops. We are in



1 direct competition not only with the neighboring  
2 business districts but many of the large box stores  
3 that have opened in the neighboring UEZ district  
4 which also have the advantage of the UEZ in addition  
5 to readily available parking and large quantities of  
6 merchandise and all of that and name brand  
7 recognition.

8         So the Police, it is one of those things  
9 like you get to talk to Officer Pablo, or whoever,  
10 and it really has helped a lot.

11         CHAIRMAN DRENNAN: Thank you very much.

12         I'll take a motion.

13         MR. STRIDICK: So moved.

14         CHAIRMAN DRENNAN: First by Mr. Stridick.

15         MR. ABELAR: Seconded.

16         CHAIRMAN DRENNAN: Seconded by Mr. Abelar.

17         Discussion?

18         MR. STRIDICK: I think that the salaries  
19 that we have seen for the Police Officers are  
20 extremely reasonable, they are in the mid-range, not  
21 at the high end.

22 CHAIRMAN DRENNAN: Thank you.

23 Hearing no further discussion, all in

24 favor?

25

1 MS. DAVIS: Aye.

2 MR. ABELAR: Aye.

3 MS. LINDSEY: Aye.

4 MR. STRIDICK: Aye.

5 MR. HURD: Aye.

6 MS. LAIRD: Aye.

7 CHAIRMAN DRENNAN: Aye.

8 Abstentions?

9 (No response.)

10 CHAIRMAN DRENNAN: Opposed?

11 (No response.)

12 CHAIRMAN DRENNAN: Motion carried.

13 Thank you.

14 Now moving on to the consent agenda, items

15 17 through 22 which we will take as one motion.

16 MS. LINDSEY: So moved.

17 CHAIRMAN DRENNAN: First by Ms. Lindsey.

18 MR. HURD: Seconded.

19 CHAIRMAN DRENNAN: Seconded by Mr. Hurd.

20 Any discussion on our consent agenda?

21 Hearing none, all in favor?

22 MS. DAVIS: Aye.

23 MR. ABELAR: Aye.

24 MS. LINDSEY: Aye.

25 MR. STRIDICK: Aye.

1 MR. HURD: Aye.

2 MS. LAIRD: Aye.

3 CHAIRMAN DRENNAN: Aye.

4 Abstentions?

5 (No response.)

6 CHAIRMAN DRENNAN: Opposed?

7 (No response.)

8 CHAIRMAN DRENNAN: Motion carried.

9 On our other business, we didn't give a  
10 formal welcome during roll-call, but Taneshia  
11 Laird has joined us, the Authority, as a Commission  
12 member, this is her first meeting, and we welcome  
13 her. She is from the City of Trenton.

14 MS. LAIRD: Thank you very much.

15 CHAIRMAN DRENNAN: Moving on, any  
16 discussion from the Board or the public?

17 MR. ABELAR: I want to congratulate  
18 whoever designed the new form.

19 MR. LELLI: The Mayor has asked me to bring  
20 you some sad news from Vineland. It was announced in  
21 the paper this morning that the Vineland Ice Arena

22 is closing its doors on March 16th.

23 CHAIRMAN DRENNAN: This is a project that

24 we have funded before, I believe the Authority put

25 in about 1.3 million several years ago and it was

1 backed by some funding from I guess Sun National  
2 Bank at the time and they have been having  
3 difficulty keeping up with the loan payments; is  
4 that correct?

5 MR. LELLI: Yes.

6 AN UNIDENTIFIED LADY: They have always  
7 made their payments.

8 MR. LELLI: We developed a financial plan  
9 that would have resolved their for the next two  
10 years, we did not want to give up yet because it is  
11 such a great facility and two high school teams are  
12 going to have to hold down their teams.

13 I wanted you to be aware of that, you  
14 might get some calls from the press today. But I  
15 have not talked to the manager of the Ice Arena nor  
16 has the Mayor.

17 MS.DAVIS: How many workers will be  
18 affected?

19 MR. LELLI: Seventeen, and in the height of  
20 the season probably more than that, depending on the  
21 activity.

22 MS. DAVIS: Do you know Dante Rieti

23 (phonetic)?

24 MR. LELLI: I know Dante very well. He is a

25 aware of the situation also.



1 CHAIRMAN DRENNAN: Thank you, Jim. We  
2 will continue to communicate.

3 Any further comments from the public?

4 Hearing none, we will move on to  
5 adjournment.

6 I'll take a motion.

7 MR. STRIDICK: So moved.

8 MR. HURD: Seconded.

9 CHAIRMAN DRENNAN: First by Mr. Stridick,  
10 seconded by Mr. Hurd.

11 All in favor of the motion?

12 MS. DAVIS: Aye.

13 MR. ABELAR: Aye.

14 MS. LINDSEY: Aye.

15 MR. STRIDICK: Aye.

16 MR. HURD: Aye.

17 MS. LAIRD: Aye.

18 CHAIRMAN DRENNAN: Aye.

19 Abstentions?

20 (No response.)

21 CHAIRMAN DRENNAN: Opposed?

22 (No response.)

23 CHAIRMAN DRENNAN: Motion carried.

24 (Adjourned.)

25

# CERTIFICATE

I, William Sokol, Certified Shorthand  
Reporter of the State of New Jersey, License No.  
30X100030700, and Notary Public of the State of New  
Jersey, do hereby certify that the foregoing is a  
verbatim record of the testimony provided under oath  
before any Court, Referee, Commission or other body  
created by statute of the State of New Jersey.

I am not related to any parties involved in this action; I have no financial interest nor am I related to an agent of or employed by anyone with a financial interest in the outcome in which this transcript was taken; and furthermore, that I am not a relative or employee of any attorney or counsel employed by the parties hereto or financially interested in the action.

WILLIAM SOKOL

22

23 Certified Shorthand Reporter

24 and Notary Public

25

